

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)  
NIH - TASK ORDER

RFTOP# 118

TITLE: Distinguished Lectures in the Science of Complementary and  
Alternative Medicine

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. ADMINISTRATIVE INFORMATION:

Point of Contact Name: Victor S. Buyny  
Contracting Officer

James Carder  
Contract Specialist

Proposal Address: Research Contract Branch, OM  
[U.S. Mail] National Cancer Institute  
6120 Executive Boulevard  
Executive Plaza South  
Suite 600, Room 6114  
Bethesda, MD 20892-7196

Proposal Address: Research Contract Branch, OM  
[Hand Delivered] National Cancer Institute, Suite 600  
6120 Executive Boulevard, MSC 7196  
Bethesda, MD 20852

Billing Address Research Contract Branch, OM  
National Cancer Institute  
6120 Executive Boulevard  
Executive Plaza South  
Suite 600, Room 6114  
Bethesda, MD 20892-7196

B. PROPOSED PERIOD OF PERFORMANCE: Base Year: April 1, 2003 to March  
31, 2004 and Option Year 1 April 1, 2004 to March 31, 2005.

C. PRICING METHOD: Cost Plus Fixed Fee (Level of Effort)

D. PROPOSAL INSTRUCTIONS: Proposals **shall be submitted electronically** to [carderj@mail.nih.gov](mailto:carderj@mail.nih.gov). Please enter in the subject line the following text, "RFTOP#118 - Proposal from {insert your firm's name}." A signed task order form will later be requested from the selected firm. Proposals shall be limited to fifteen (15) pages 1.5 – spaced, typewritten pages (excluding CVs or resumes).

#### **ESTIMATED LEVEL OF EFFORT**

It is anticipated that approximately 600 labor hours will be required to complete this contract per year.

**NOTE:** The estimate is not intended to be restrictive for proposal purposes.

E. RESPONSE DUE DATE: March 18, 2003 at 2:00p.m. EDT.

#### **F. TASK DESCRIPTION:**

##### **Background**

Complementary and alternative medicine (CAM) practices are best described as those not presently considered an integral part of conventional medicine. CAM usage has been continually on the rise. Historical precedent predicts the promise of CAM modalities to expand the health care repertoire; however, there is to date little definitive scientific evidence to establish their safety and efficacy.

In 1998, Congress established the National Center for Complementary and Alternative Medicine (NCCAM) at the National Institutes of Health. NCCAM is dedicated to exploring complementary and alternative healing practices in the context of rigorous science; educating and training researchers; and disseminating authoritative information to the public and professionals. To achieve these goals and to ensure that NCCAM's actions are commensurate with the public trust, the Center has developed a 5-year strategic plan entitled, *Expanding Horizons of Healthcare*. The plan was written to address four strategic areas: 1) investing in research, 2) training CAM researchers, 3) expanding outreach, and 4) facilitating integration. (See the NCCAM website, [www.nccam.nih.gov](http://www.nccam.nih.gov).)

As part of the plan to expand outreach, NCCAM will strive to create a public image that conveys a dedication to exploring complementary and alternative healing practices in the context of rigorous science, and also providing accurate information to consumers with sensitivity and compassion. To this end, NCCAM will use a variety of methods, media, and technologies to provide a timely source of evidence-based CAM information.

As part of its outreach and education strategy, NCCAM will host a Lecture Series entitled, *Distinguished Lectures in the Science of Complementary and Alternative Medicine*. The goals of the Lecture Series are to:

1. Promote NCCAM as an organization that adheres to uncompromising standards of excellence in the pursuit of science.
2. Educate scientists, researchers, health care practitioners, and the interested public regarding what CAM is, its historical and social context, and what scientific evidence exists.
3. Attract talented and creative scientists to apply their expertise and knowledge to help the advancement of the science by increasing awareness of NCCAM and its scientific mission throughout the basic and clinical research community.

### **Frequency and Duration**

The Center will host two lectures per year in 2003 and 2004. Continuation of the series beyond 2004 is contingent upon an evaluation of the effectiveness of the Lecture Series.

### *Topic Areas*

Lectures will place CAM within the historical and cultural context of medicine as an ever-evolving discipline. Additional lectures will cover topics spanning the five domains within which NCCAM categorizes the many and diverse CAM approaches: 1) alternative medical systems, 2) mind-body interventions, 3) biologically based treatments 4) manipulative and body-based methods, and 5) energy therapies.

### *Selection of Lecturers*

Lecturers will be individuals who have distinguished themselves for their accomplishments such that they have national or international recognition by the larger scientific community as evidenced by, for example, membership in the Institute of Medicine or National Academy of Sciences. The NCCAM Director, with input from NCCAM senior staff, will select the lecturers. Lecturers will be classified as consultants to the contractor.

### *Audience*

The primary audience is the NIH community and other government agencies in the Washington, DC, area that have an interest in CAM. The secondary audience is the larger conventional and CAM research communities, advocates, and the interested public. CME for each lecture will be offered through the NIH Office of Education.

### *Logistics*

Lectures will occur on the NIH campus, in Lipsett or Masur Auditoriums (as available). Lectures will also be shown by NIH VideoCast live via the web. Archived lectures will be available on the NCCAM website.

## Speakers

2003: David Spiegel, Stanford University  
Tuesday, May 6, Masur Auditorium

**Second speaker for 2003 TBD.**

**2004: Speakers TBD**

## **III. Tasks/Statement of Work**

### **Overview**

NCCAM requires the use of a contractor to plan, develop, and carryout publicity and promotion for the Lecture Series and do event coordination. The contract will include three tasks:

1. *Promotion.* Including the NIH, local media, and community to bring awareness of NCCAM in the larger conventional and CAM research communities and to draw viewers to the web to view the lecture series.
2. *Event Coordination.* Logistics, speaker liaison, event coordination, onsite support, CME application, post-event evaluation.
3. *Series Summary.* Transcript and summary of lecture.

Under the direction of the Director of Communications, the contractor shall provide and implement a plan to meet each of the tasks described above.

### **Specific Tasks**

#### **Task 1. Promotion**

##### *Posters*

Posters (large, small, and tent cards) shall be developed and printed by the NIH Medical Arts and Photography Branch. The contractor shall coordinate distribution, and hanging the posters around the NIH or elsewhere in the Washington, DC, area.

##### *Determining Specific Groups and Individuals*

In concert with NCCAM, the contractor shall develop a list of key groups and individuals to invite. This list will include key advocates, university/medical schools, interested public, and area CAM practitioners. The contractor shall maintain the mailing lists for all Lecture Series. All data should be entered into a database and be searchable by category. The information contained in the database shall be the property of NCCAM. The following levels of notification may occur:

1. ***Personal invitations: A letter from the NCCAM director with small poster, mailed to specific individuals and/or groups.***
2. ***Personal e-mail notification: An e-mail from NCCAM to individuals or groups notifying them of the event.***
3. ***Broadcast e-mail notification: E-mail sent to listservs or bulletin boards.***

#### *Press announcements*

A notice shall be written and should be sent to the appropriate media venues (such as local health/community calendars, the NIH Record, etc.) as determined by NCCAM's Office of Communications.

#### *Web Site*

NCCAM will host the web page for the Lecture Series. The contractor shall coordinate with NCCAM's webmaster to ensure timely posting of information.

#### *Journal Advertising*

The contractor shall develop and place an advertisement/announcement for the Lecture Series in specific medical/scientific journals (up to 2 per lecture) to be determined by NCCAM. The contractor will oversee the design and development as well as the placement and purchasing of advertising space. The announcement will also be used in the NCCAM Newsletter.

## **Task 2. Event Coordination**

### ***Administrative***

The contractor shall coordinate all logistical arrangements for the Consultant Lecturers. This includes serving as a liaison to the speaker; making arrangements for travel, lodging, per diem and providing payment to consultant lecturers.

**{Offerors should assume \$500 for consultant fee plus \$1,500 in travel expenses per speaker, per scheduled lecture}.** The contractor shall compose and send formal invitations to the Lecturers and invited VIP guests. The contractor shall maintain a database of invitees for each event.

### ***The Event***

#### *VideoCast*

Contractor shall coordinate video crew and all arrangements through NIH Medical Arts and Photography Branch. The signal will be streamed to the NIH VideoCast department and broadcasted on the web. The contractor shall coordinate closed captioning and other reasonable accommodation requirements.

#### *Audio/Visual Requirements*

The contractor shall provide assistance to the lecturer for preparing PowerPoint slides if required. The contractor should be on site for each event and make sure that appropriate audiovisual requirements are met. This includes managing media, photography, videocasting, etc., and coordinating with NIH and NCCAM staff.

#### *Program*

The contractor shall design and produce a program for the event, as directed by NCCAM. The program will be 4-panel, 1-color, and include the agenda, Lecturer's bio and photo, overview of NCCAM and Lecture Series. Six hundred copies of the program shall be produced for each lecture.

#### *Arrangements for meetings with NCCAM/NIH staff*

The lecturer may meet with different NIH and/or NCCAM staff as necessary. The contractor shall coordinate the meetings and provide a schedule of activities.

#### *CME Application*

The contractor shall prepare the CME application and follow-up evaluation and documentation, as required by the NIH Office of Education, for each lecture.

### **Task 3. Series Summary**

The contractor shall arrange for a written transcript of each lecture and have an experienced writer/editor to create a summary of each lecture. Contractor shall oversee production, review by the Lecturer, and final preparation of the summary. Each lecture will be summarized separately.

### **Deliverables**

The contractor shall prepare a summary report after each lecture that documents the activities, tasks, outcomes, and expenditures. The contractor shall prepare an historical file of each lecture that includes all products, invitation lists, and media coverage reports. Monthly Progress Report, Task Order Close Out report and reports required of the original contract.

### **G. EVALUATION FACTORS**

The technical proposal will receive paramount consideration in the selection of the Contractor for this Task Order. All evaluation factors, other than cost or price, when combined are significantly more important than cost or price. However, *cost/price* may become a *critical factor* in source selection in the event that two or more offerors are determined to be essentially equal following the evaluation of all factors other than cost or price. *In any event, the Government reserves the right to make an award to that offeror whose proposal provides the best overall value to the Government.*

**Evaluation factors will be weighted according to the percentages below:**

**1. Competences and Experience of Personnel (40%)**

The contractor should provide a management plan and qualified staff to implement all aspects of the required work. Names, credentials, educational background and training, documented experience, and availability and percentage of time for all staff working on the project must be presented. Résumés or curricula vitae may be attached as appendices.

**2. Corporate Experience (40%)**

The contractor shall have experience in performing similar type requirements.

**3. Technical Approach (20%)**

The contractor shall present sound technical strategies for accomplishing the tasks in the statement of work.

TO # NICS- 118

TITLE: Distinguished Lectures in the Science of Complementary and Alternative Medicine

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0\_\_\_\_\_

Contractor:

Points of Contact:

Phone- Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method CPFF-LOE

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: \_\_\_\_\_

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

RECOMMENDED:

---

FAX #	Signature - Project Officer	Date
-------	-----------------------------	------

APPROVED: \_\_\_\_\_

FAX #	Signature - Contracting Officer	Date
-------	---------------------------------	------

---

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR  
ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL  
OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: \_\_\_\_\_

FAX-301-435-6101	Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator	Date
------------------	-----------------------------------------------------------	------